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DESTINATION CLEVELAND OFFERS ONLY-IN-CLE EXPERIENCES TO THE LAND OF TRAILBLAZING TECH EVENT ATTENDEES

Destination experiences will give conference visitors first-hand look at living and working in Cleveland

CLEVELAND (Oct. 3, 2023) – As part of October’s [The Land of Trailblazing Tech](#) event series, Destination Cleveland is offering curated, only-in-Cleveland experiences to attendees of three conferences: [INDUSTRY: The Product Conference](#) (Oct. 2-4), [FutureLAND](#) (Oct. 5-6) and [Forbes Under 30 Summit](#) (Oct. 8-11). The initiative is designed to connect with visitors, encourage return trips and illustrate Cleveland’s offerings as a place to live and work.

The destination-focused tours and experiences, which range from industry and groundbreaking tech to leisure and culture, are as follows:

- **All Urban: From Farming to Hiking** – A visit to The Ohio City Farm and an urban hike through Cleveland
- **Electric Mobility from Cleveland at LAND Energy** – A test ride on The District, a versatile two-wheeled electric motorcycle
- **The Hype Over Quantum Computers at Cleveland Clinic** – A visit to Cleveland Clinic to learn about the IBM Quantum System One, the first onsite, private sector IBM-managed quantum computer in the U.S.
- **Behind-the-scenes at Nottingham Spirk** – An educational tour of the company’s “Product Innovation Factory”
- **Soul Food and Culture Stroll in Downtown Cleveland** – An educational stroll along the oldest streets in the city and sampling of soul food offerings from Black-owned dining establishments
- **Brewery Tour and Tasting at Market Garden Brewery** – A tour of Market Garden’s 35,000-square-foot production facility with samples of beers and cider
- **Behind-the-scenes at Cleveland Browns Stadium** – Guided tour of the stadium including access to the field and other locations usually restricted from public access
- **How Innovation is Building our Future with Sherwin-Williams** – A tour of Sherwin-Williams’ downtown research and development facility, Breen Technology Center
- **In Our Living Room – A Chocolate City Cleveland Experience** – A look back in time at Black Cleveland from the 1940s to the 1980s through the lens of art, food and history
- **Cleveland’s Most Instagrammable Places** – Check out some of Cleveland’s most Instagrammable places that creatives love

Destination Cleveland worked with planners for each event to identify the types of experiences that would be the most relevant and interesting to attendees. The organization then built the diverse catalog of outings with a focus on showing participants the city from an insider’s perspective. Destination Cleveland will use feedback gathered during and following the experiences to develop a slate of evergreen experiences that visitors can book when exploring Cleveland.

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ABOUT DESTINATION CLEVELAND: *Destination Cleveland is Cleveland’s destination marketing and management organization. The private, non-profit organization’s mission is to stimulate economic growth by attracting people and connecting them to experiences that illustrate Cleveland’s diversity, creativity and contagious passion. In 2021, visitation to Cuyahoga County rebounded to 16.1 million visits, a 17% increase after the COVID-19 global pandemic reduced visitation by 30 percent in 2020. For more information, visit www.thisiscleveland.com.*